

7/15/97

TO: All Store Managers  
FROM: Al McKay *Al*  
RE: Winston Advertising

As you are now aware of the 20¢ buy down on Winston cigarettes is through the end of August. This extension coincides with the major advertising campaign entitled "Winston No Bull" about our brand. This campaign not only promotes the new packaging, but more importantly the fact that Winston contains "No Additives".

To tie - in with the "No Bull" theme we have authorized three pieces of P.O.S. advertising.

- Business Hour Sign
- Push / Pull Door Sign
- "No Bull" Outdoor Banner to be used whenever possible and a smaller window sign version.

Your R.J.R. representative will provide the material on their next store call.

We are receiving an allowance in addition to the buy down for supporting this promotion. Please make certain we cooperate with the posting of the material through Labor Day.

CC: All General Managers, Regional Managers, and Area Sales Managers  
R.J. Reynolds, Jim Merusi, Les Holmes

*This Advertising Will Be Extended  
through the Remainder of 1997*

51850 6258